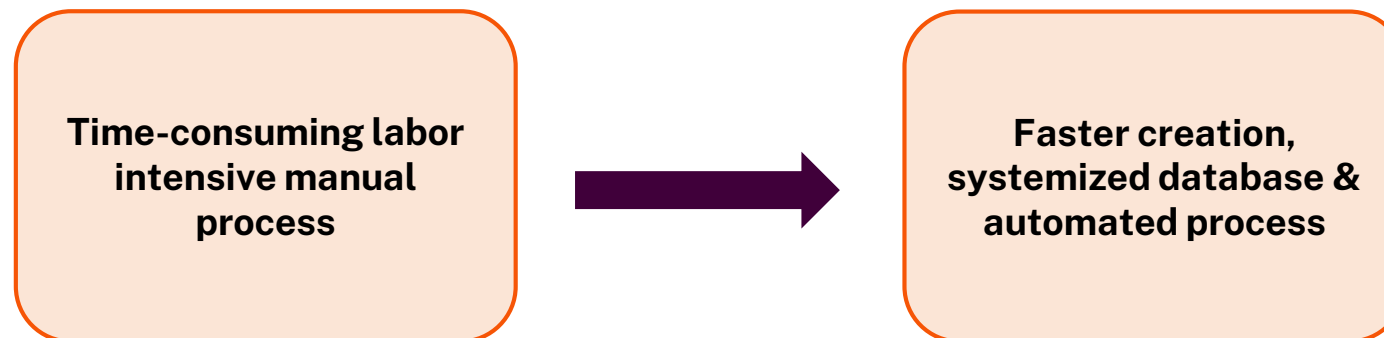


Automated Brand Creation

What is Automated Brand Creation?

- ▶ Automated Brand Creation **allows sellers to create their own brand on Daraz** and then list their products
- ▶ It's faster and much more user friendly than a manual process and allows sellers to **quickly upload products under their own brand name**
- ▶ If you have your own brand of products that you want to list on your Daraz shop, you can follow this easy step by step guide and learn how to create your brand name on Seller Center



Benefits of Automated Brand Creation



Faster Creation

No emails need to be sent to Seller Support

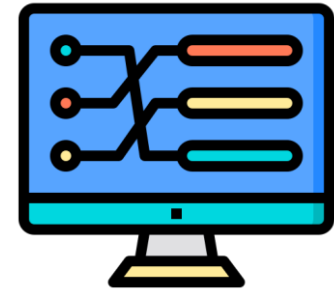
Automated brand creation process requires you to fill only one field



Systemized Database

Brand is created without much manual input

Database is updated with new brand values by itself



Automated Process

Process is simplified with limiting contact points

All brand creation & seller communication is operated automatically

Automated Brand Creation Process

Step 1 Enter fields in the 'Add Product' Page

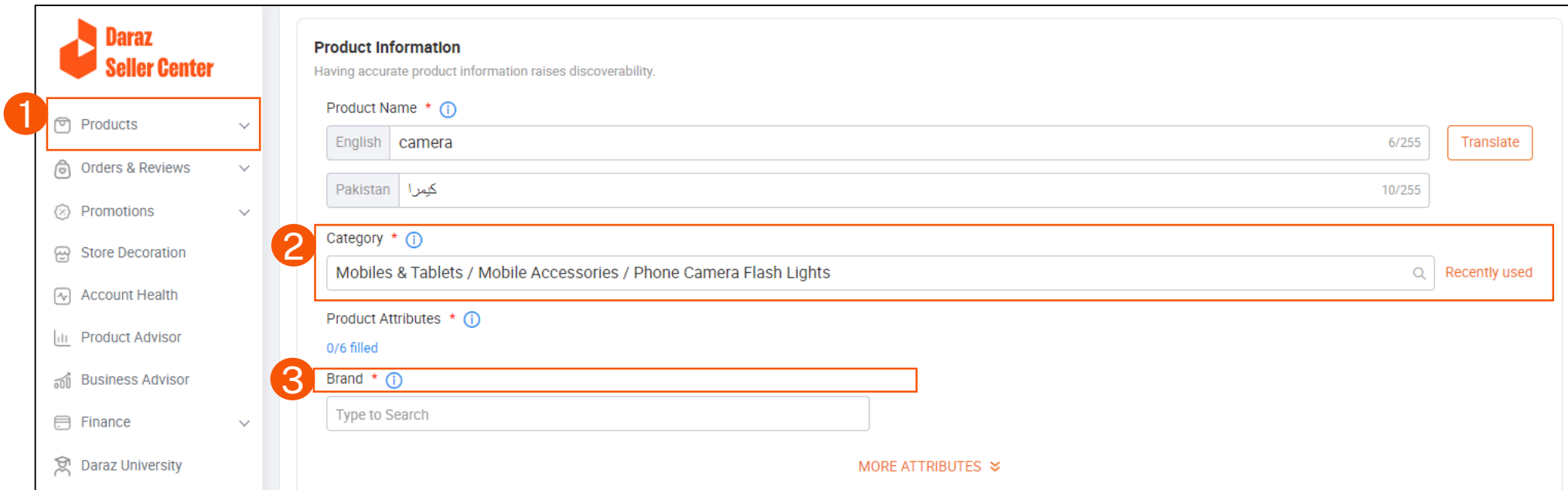
Step 2 Write your brand name that you want to create

Step 3 Wait for 24 hours for the brand name to be approved & created

Automated Brand Creation Process

Add products

1. Login to Seller Center, go the products tab and click on 'Add Products'
2. Select a relevant category for your product
3. In the 'Product Attributes' section, scroll on the small (?) icon next to brand and click on the statement in blue 'Please click here to request for a new brand'



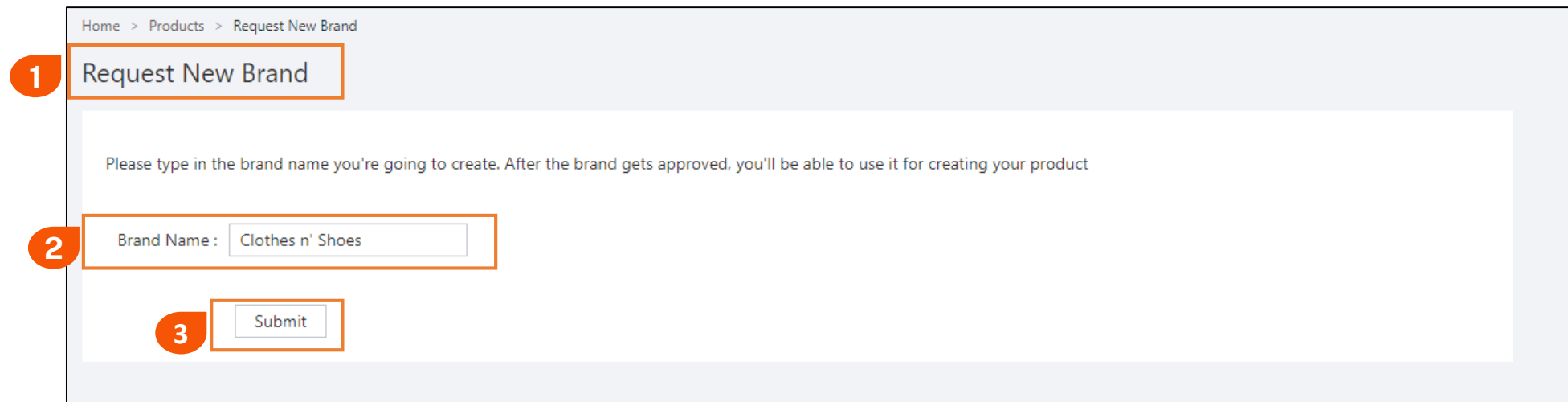
The screenshot displays the Daraz Seller Center interface. On the left sidebar, the 'Products' tab is highlighted with a red box and a red circle containing the number 1. The main form is titled 'Product Information' and includes a sub-header 'Having accurate product information raises discoverability.' The form contains several input fields: 'Product Name' (with a red box and a red circle containing the number 2), 'Category' (with a red box and a red circle containing the number 2), and 'Brand' (with a red box and a red circle containing the number 3). The 'Brand' field has a small blue question mark icon next to it. Below the 'Brand' field, there is a link that says 'Please click here to request for a new brand' in blue text. The 'Product Name' field is filled with 'camera' and the 'Category' field is filled with 'Mobiles & Tablets / Mobile Accessories / Phone Camera Flash Lights'. The 'Brand' field is empty and has a placeholder text 'Type to Search'. There is also a 'Translate' button next to the 'Product Name' field and a 'Recently used' button next to the 'Category' field. At the bottom right of the form, there is a link that says 'MORE ATTRIBUTES' with a downward arrow.

Automated Brand Creation Process

Request New Brand

1. Upon clicking the ?, you will be directed to a new page called 'Request New Brand'
2. Type in the name of brand you want to create in the 'Brand Name' field.
3. Click on Submit

Your new brand name will be approved within the next 24 hours



Home > Products > Request New Brand

1 Request New Brand

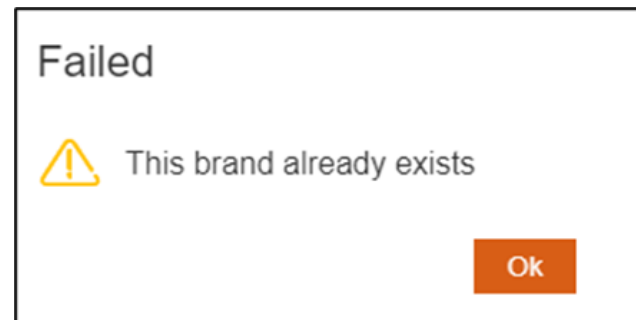
Please type in the brand name you're going to create. After the brand gets approved, you'll be able to use it for creating your product

2 Brand Name :

3

Brand Name Rejection

- ▶ Please note that brand name requests which are similar to restricted brand names will not be created
- ▶ Sellers trying to create such brand names will receive a failed pop-up as shown below:



Here are some examples of brand names that will get rejected:

Restricted Brand: Adidas

Brand Creation Requests: AdidasShop, AdidasPro, AdidasReal

Restricted Brand: Apple

Brand Creation Requests: AppleStore, AppleInc, ApplePro, AppleOriginal

What is 'No Brand'?

If your product is local and has no specific brand, then you do not have to necessarily create one

Simply select 'No Brand' when listing your product

Similarly, brands with no registered trademark, distribution letter or proof of selling authority must also be marked as 'No Brand'

Unregistered & invalid brand names on our platform which directly impact search results, leading to lower sales for our sellers

When relevant, sellers must select 'NO BRAND' during product listing. Failure to do this will lead to product rejection during the quality control process

Product Information
Having accurate product information raises discoverability.

Product Name * ⓘ

English

camera

6/255

Pakistan

کیمرہ

10/255

Translate

Category * ⓘ

Mobiles & Tablets / Mobile Accessories / Phone Camera Flash Lights

Q

Recently used

Product Attributes * ⓘ

0/6 filled

Brand * ⓘ

No Brand

MORE ATTRIBUTES ⌵

WISHING YOU A GREAT SELLING EXPERIENCE!

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